

## WE CLAIM:

1. A system for creating digital business cards, comprising means for capturing contact information, or information pertinent to computer applications which process such information; and digitizing said information into a master image, copies of which are suitable for printing onto paper stock.
2. A system for reading digital business cards, comprising means for scanning an image of digitized contact information, or information pertinent to computer applications which process such information; and converting and transferring that information into a PIM, or into computer applications which process such information.
3. The system recited in claim 1, with digital forms or stationery in addition to business cards.
4. The system recited in claim 2, with digital forms or stationery in addition to business cards.
5. A substantially interchangeable representation of the information and image recited in claim 3.
6. The system recited in claim 3, where the image is that of a bar code.
7. The system recited in claim 4, where the image is that of a bar code.
8. The representation recited in claim 5, where the image is that of a bar code.
9. The system recited in claim 3, with a master format in addition to a master image; and with the additional provision that copies of the master format be suitable for rendering onto magnetic or optical media, holographic media, or smart chips.
10. The system recited in claim 4, with the provision that, in addition to scanning an image, the system may read from magnetic or optical media, holographic media, or smart chips.
11. The representation recited in claim 5, where, in addition, the interchange subsumes magnetic or optical media, holographic media, or smart chips.
12. The system recited in claim 9, where the image is that of a bar code.
13. The system recited in claim 10, where the image is that of a bar code.
14. The representation recited in claim 11, where the image is that of a bar code.